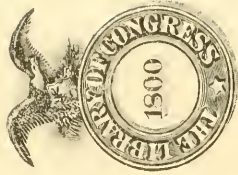


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Palo Alto



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The Town

of The

Leland Stanford

Junior University

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ALO ALTO, the town of Stanford University, is the one spot in California that no visitor can afford to miss seeing.

Coming up from the south by the Coast Road a stop-over at San Jose should be made. The visitor can then take a local train to Palo Alto, spending the day there and at the University, and by a later train completing the trip to San Francisco in one hour, without having made any extra expense. Or Palo Alto may be reached as one of the delightful side trips from San Francisco.

Full information concerning trip can be had from **PECK'S
INFORMATION BUREAU, San Francisco and Los Angeles**



Inner Quadrangle, Stanford University

PALO ALTO is located thirty-three miles south of San Francisco. The southern arm of San Francisco bay is three miles east of the town, while a distance of five miles west is the Santa Cruz range of mountains, two thousand feet in elevation. Midway between the town and the mountains is a range of foothills. The ocean is eighteen miles distant. The town is situated in a grove of live oak trees, which give a beautiful effect. These trees dot the entire valley, forming one of its most distinctive features, and are much admired by visitors. The houses are embowered in roses, jasmine and other climbing vines, and the grounds adorned with palms and semi-tropic trees and shrubs and rare flowers that blossom at all seasons of the year. Wild flowers are plentiful, and among these the California poppy (the Spanish cup of gold) is a particular favorite, its yellow flowers never being absent from fields and byways.

The climate of this valley is notably mild and even. In winter it is rarely cold enough to form the thinnest ice, and during some winters the most delicate of plants and flowers are uninjured by frost. The rainy season is not unpleasant, as the rainfall is usually in showers, with perhaps two or three gentle storms

lasting from two days to a week. The summer is free from extreme heat, the nearness to the bay and the ocean breeze serving to equalize the temperature. This section is especially favorable to those who need a mild climate, and the healthfulness and the inducement to outdoor living make life a pleasure to all.



Stanford Memorial Church



Arcade, Stanford University



Visitors to Palo Alto are impressed by the beauty and substantial character of its homes. The average cost of all the residences of the town is nearly \$3000 each. A close study of the endless variety of styles to be found here is a liberal education in architectural effect.

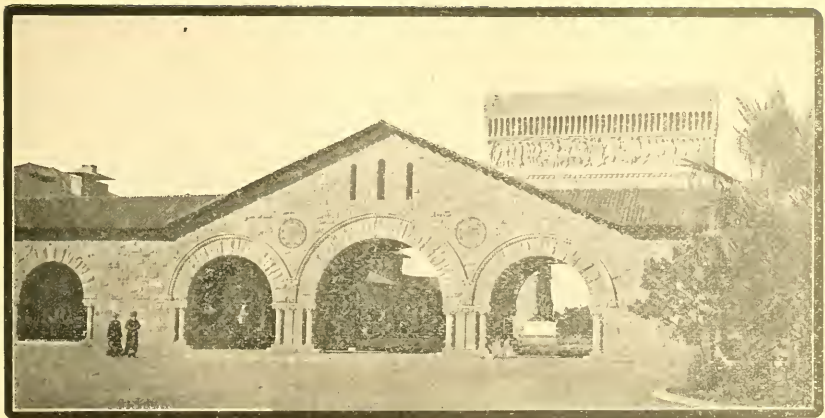


PALO ALTO came into existence as a result of the founding of the Stanford University. The town site was platted in 1889 by Mr. Timothy Hopkins. During the years following until 1896, there was but a limited growth for both the University and the town. With the final completion of the endowment of thirty millions of dollars for the University, the town began its real progress, and during each year since that date, more than a hundred thousand dollars has been expended in business and residence buildings. The town was incorporated in 1894, and since that time it has acquired a municipal water system and an electric lighting plant. Sewers have been provided, extensive street improvements in the line of grading and paving are being made and about fifteen miles of cement sidewalks were laid during 1902. Municipal ownership of public utilities has been most sat-

isfactory and profitable to taxpayers. The nearness of the town to San Francisco and the excellent railway service provided by the Southern Pacific Company have made Palo Alto a popular suburban residence place. The pleasant climate, the superior educational facilities and the religious and social advantages serve to make the town a most desirable place for homeseekers. No saloons are allowed in the town and all traffic in liquors for beverage is strictly prohibited by town laws and by a clause in the title deeds to property.

The town has excellent public schools, with two fine grammar school buildings and a large high school building. The high school is one of the best in California, and its pupils are fitted for admission to a university course of study without entrance examinations. There are also excellent private preparatory schools—Manzanita Hall for boys, and the Thoburn School for girls. St. Patrick's Theological Seminary is one mile north of the town.

The name of the town is derived from the lone redwood tree, the "Paio Alto" (high tree) that stands near the town. It was this tree that gave the name to Senator Stanford's famous "Palo Alto Stock Farm."



Main Entrance, from the Quadrangle, Stanford University

THE Santa Clara Valley is the leading fruit producing section of California. Palo Alto lies encircled in orchards and strawberry fields. Peaches, apricots, pears, prunes, cherries, almonds, strawberries, blackberries and raspberries are extensively grown, yielding crops that bring extremely profitable returns to the producers. Oranges and lemons are also grown here, but no effort has been made to cultivate citrus fruits on a commercial scale, since deciduous fruits are so thoroughly adapted to the section that they have been considered the most profitable products that can be grown.

Perhaps the most successful industry in the valley is the growing of seeds for the general markets. Large areas are devoted to the production of onion, lettuce, radish and other vegetable seeds, while flower seeds are cultivated in large quantities. This valley produces three-fourths of the vegetable and flower seeds required by the markets of the United States, and Palo Alto is represented by a proportionate share of this industry. Grain-growing also forms an important industry, especially on the less valuable lands lying along the bay shore.

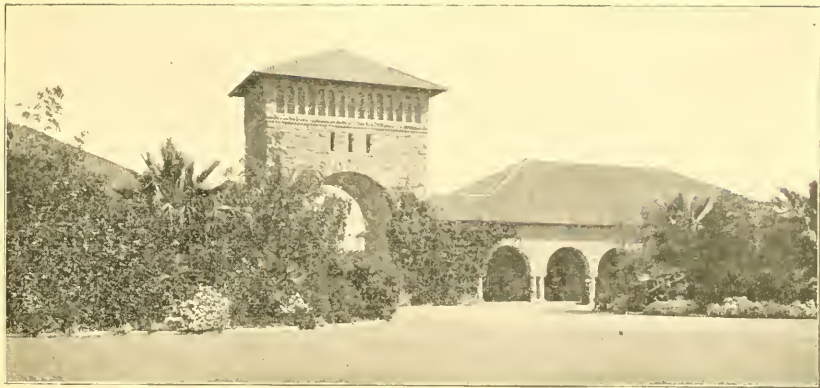
THE Leland Stanford Junior University was founded in 1885 by Senator Stanford and his wife, in memory of their son, who died in March, 1884. The corner stone was laid May 14, 1887, and the University was opened to students October 1, 1891. The original endowment consisted of the Palo Alto estate, comprising 8,400 acres; the Vina ranch in Tehama county, of 55,000 acres; and the Gridley ranch in Butte county, of 22,000 acres. Since the death of her husband in 1893, Mrs. Stanford has from time to time transferred other large and valuable properties to the trustees, but on June 1, 1899, the great endowment was completed by her with the gift of the entire residue of the Stanford estate, consisting of money, stocks, bonds and real estate, valued at \$30,000,000, an endowment greater than that of any other university in the world.

Since 1896 when the estate litigation was finally settled in favor of Mrs. Stanford, the construction of buildings as provided in the original plans of Senator Stanford, have been carried forward as rapidly as possible. The principal feature of the architecture is the inner quadrangle, an open court 586 feet long by 246 feet wide, surrounded by a continuous arcade of twelve buildings. The

general architectural effect is that of the old Spanish Moorish style. The buildings are constructed of buff sandstone in rough-hewn, broken ashlar. The inner quadrangle is surrounded by an outer row of buildings, which includes the Memorial Arch, the library, the Assembly hall, the history, geology, natural sciences and engineering buildings, and various others.

The fine museum building will contain, when the addition now being built is completed, about fifty large rooms, and the many collections of curios are perhaps the most varied and valuable in California. A large gymnasium is being erected at a cost of a half-million dollars and is designed to be as complete as architectural science can make it. A second library building is soon to be constructed at a probable expense of a million dollars, in which is to be stored the most comprehensive library in the West.

The Memorial Church was built at a cost of over a half-million dollars, and its series of art-glass windows, its carven work and sculpture, its mosaics and paintings, and its great pipe organ are worthy of this notable structure, which has been pronounced by competent critics to be the masterpiece of architecture



West Arch, Stanford University Quadrangle

of this age. The Memorial Arch is the largest architectural work in the world except one,—being exceeded in size only by the Arc de Triomphe in Paris. This perfectly proportioned structure, so thoroughly in harmony with the massive pile of University buildings, is one hundred feet in height, eighty-five feet in width and thirty-six feet in depth. The most striking feature of the arch is the frieze. This frieze is an allegorical representation of the progress of the world from the earliest historical times to the present. It is said to be the most perfect example of sculptural art executed in modern times.



Frieze of the Memorial Arch, Stanford University



Orchard Scene in the Santa Clara Valley

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All inquiries in regard to Palo Alto and vicinity—the improvements, resources and prospects—will be answered promptly.

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